

Henry P. Roybal
Commissioner, District 1

Anna Hansen
Commissioner, District 2

Rudy N. Garcia
Commissioner, District 3



Anna T. Hamilton
Commissioner, District 4

Hank Hughes
Commissioner, District 5

Katherine Miller
County Manager

November 10, 2021

RFP No. 2022-0067-CSD/CW
Design and Implementation of a Fentanyl Public Awareness Campaign

ADDENDUM No. 1
*****Questions and Responses *****

Dear Proponents,

This addendum is issued to reflect the following immediately. It shall be the responsibility of interested Offerors to adhere to any changes or revisions to the RFP as identified in this Addendum No. 1. This documentation shall become permanent and made part of the departmental files.

Please note that the Santa Fe County Community Services Department has provided additional information relating to the Request for Proposals No. 2022-0067-CSD/CW.

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1. Can you state the names of the partners?

Response: Partners in this project include Santa Fe County, the City of Santa Fe, the Santa Fe Mountain Center, YouthWorks and others.

2. Is there a time frame for the deliverables?

Response: Ideally, once a contract is executed, the work will begin. Due to the nature of the community issue, we would like to be prompt in getting the messaging out to the community.

3. Does the contractor have to create social media accounts? What existing social media accounts will be used?

Response: No, the County has a social media platform that can be utilized. I believe Facebook and Instagram are currently accessible through the County. We will need to consider the possibility of Snapchat and other platforms partners identify are appropriate.

4. Is there an ideal budget range?

Response: The budget for the project is approximately \$70,000.00.

5. Is there a "Call to Action" in the messaging for the campaign?

Response: The current partners have not discussed a "Call to Action". A "Call to Action" is a possibility.

6. Can you describe "coordinated efforts" in B (1)?

Response: Currently, the County is working with various partners on this issue. All of the partners involved are doing their best to align efforts and energy. The

contractor for this project will work with the community partners and the County to ensure we are on board with messaging.

7. Are you open to working with an out of state agency?

Response: Yes.

8. What are the different distribution platforms the campaign is planning on utilizing other than social media?

Response: Other platforms include but are not limited to print, digital media and video.

9. Could you define culturally appropriate as mentioned in B (1)?

Response: Ensuring that the messaging is one that will resonate with the diverse Santa Fe community.

10. Other than youth and parents, is there any other information about the population of focus?

Response: To gain some understanding about the youth population relevant to this RFP I would encourage a respondent to consider the Youth Risk and Resilience Survey (YRRS).

11. Is there an annual budget minus media for marketing?

Response: \$70,000.00 is the budget for this RFP.

12. If media management is part of this RFP, what is the current proposed media budget to support the multi-pronged strategy?

Response: The total budget for this project is \$70,000.00.

Please add this Addendum No. 1 to the original Proposal documents and refer to Proposal documents, hereto as such. This and all subsequent addenda will become part of any resulting contract documents and have effects as if original issued; reference the receipt of the Addendum in the transmittal letter. All other unaffected sections will have their original interpretation and remain in full force and effect. Offerors are reminded that any questions or need for clarification must be addressed to Coralie Whitmore, Senior Procurement Specialist at cgwhitmore@santafecountynm.gov.